

Store
Hours
9 to 5:30

Fur Storage Vaults on the Premises
Cold dry air storage. Guarantee against loss or damage.
A postal or telephone call (Pennsylvania 5100, Extension 34) brings our auto. Gimbels—"Furrier Since 1842"
FUR STORAGE VAULTS—Tenth Floor

GIMBEL BROTHERS
32ND STREET - BROADWAY - 33RD STREET NEW YORK CITY

Watch Us Wash
Demonstration of a happy wash day—every day
900 Cataract Washer
Sold on Convenient Payment Plan
GIMBELS—Fifth Floor

For Other
Gimbel News
See Page 4 and 14



A Super-Sale of 700 Fine Summertime Frocks

NOW---Just as the Season Opens!

For Women **\$15.00** In the Newer
and Misses Fabrics and Colors

Dotted Swiss, dotted organdie, flowered organdie, plain organdie in flower shades, woven voiles, satin striped voiles, printed voiles in georgette patterns and colorings, French voiles in delightful novelty patterns—in fact, all the charmingly new fabrics in their most desirable shades.

Trimmings of pert, fresh organdie, dainty ruffles, delicately embroidered batiste, cross-bar organdie.

Smart "bib" styles, side-tuniques, surprise effects, new pockets, leather belts—pretty touches everywhere.

And the colors! Those cool navy and white combinations that every woman loves, navy and tan, black and white.

Exquisite shades of orchid, green, tan, gold, copen, brown, rose. And every frock finely finished!

Sizes for Misses: 14, 16, 18, and Women: 34 to 44

GIMBELS WOMEN'S AND MISSES' DRESS SALONS—Third Floor.

French Twill Serge Half Price

Most Phenomenal Dress Goods Offering of the Year

55-Inch All Wool
French Twill Serges **\$2.75**

Not only half-price—but less than wholesale cost. Double warp serge—you know—made from selected yarns—every thread PURE WOOL! Think of it—PURE WOOL—and you know the prices that are being asked for shoddy—and you know, too, what Pure Wool retails for today—if you're lucky enough to get it at all.

"Don't know how Gimbels has the nerve to make the sacrifice," said one who knows the wool situation apropos of this particular offering. Well—we have! Light, Medium and Dark Navy Blue and Black
GIMBELS WOOL DRESS GOODS SHOP—Second Floor

Gossard Corsets Lace in Front

Most Women know that Gossard corsets lace in front. But only the Woman who has worn a front-lace knows the comfort and the joy of it!

\$3.75 to \$35.75

So wide a price range! And a wide style range at the price at both ends and at many prices in between.

Materials are embroidered batiste, figured pink brocade, everlast cloth, plain pink batiste and pink coutil.

Models are very low tops with free hips, low or medium bust with long,

snug hips. Lightly but firmly boned.

Remember that there are nine distinct types of figure—and many times nine distinct types of Gossards to make those figures look their best!

GIMBELS CORSET SHOP—Second Floor

Misses' and Women's Tailored Suits at a Discount of 50% Off

Present Marked Prices

The current selling prices remain on every ticket—you may make your half reduction at the time of your purchase.

Well tailored, well set up suits fashioned of fine fabrics in fine styles. Navy blue and colors—a few black and a few tan. Coats of varying lengths and in ever so many models. All beautifully silk lined. Sizes from 36 to 44 in tricotine and serges; 16 to 20 in mixtures and jersey cloths. Not every size in each style.

THE PRESENT PRICES ARE \$49.50 to \$200.00 LESS 50%

No C. O. D.'s No Refunds No Credits
GIMBELS WOMEN'S AND MISSES' SUIT SALON—Third Floor

Really Fine Rhinestone Jewelry

Its price is little, but its loveliness is great. It takes lightly from your purse and adds greatly to your appearance.

So much is true of rhinestone jewelry in general—but this rhinestone jewelry was so carefully selected that you will find it exceptionally fine. AND low priced.

\$3.50 Bar Pins set with bright rhinestones in sterling silver.

\$7.95 Bar Pins, closely set in sterling silver—attractive open-work designs in several styles.

\$2.00 Guard rings—solidly set with rhinestones in sterling. Some with chased sides are \$3.00.

\$7.95 Flexible Bracelets; rhinestones or combined with sapphire blue stones.
GIMBELS—Main Floor

Gimbels Has the Rugs

More and more are we faced with the fact that Gimbel stocks in Domestic Rugs, Carpets and Linoleums overshadow everything else shown in the city. Values and varieties are greater. So our customers tell us.

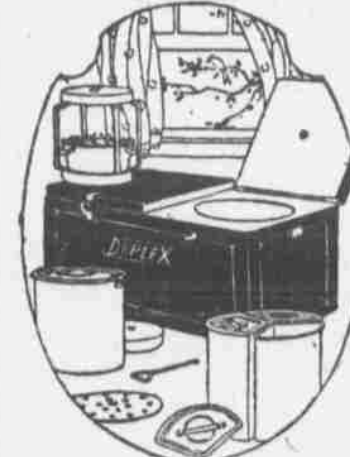
And it is important to note that our Domestic Rugs are purchased from the finest mills in the country. Such as—M. J. Whittall, Hardwick & Magee, Stephen Sanford & Sons—names to conjure with in the rug industry of America. Names that stand for the best, and only the best, in rugs. Our linoleums and carpets are the products of the best mills and factories. And, of course, every housewife has discovered by this time that the best does cost least in the end. Oftentimes Gimbel buying power contrives to offer you the best at lower price than inferior goods are priced elsewhere.

We Merely Ask You to Compare!

GIMBELS RUG STORE—Sixth Floor

Real Reductions On Duplex Fireless Stoves

No leaning over a hot stove this summer! No fussing and cooking in a hot, unbearable kitchen. Prices are down—just for the day—on fireless cook stoves!



Cooks, bakes, roasts—without a breath of heated air! And what a saving in time, work, gas—and precious nervous energy! And the food really tastes better, cooked in its natural juices.

Steel Outer Casing, Aluminum Lining, and high grade, guaranteed aluminum cooking vessels. Everyone knows the Duplex!

Two Compartment—with 4 cooking vessels, 14 qt. cooking capacity, \$26.00

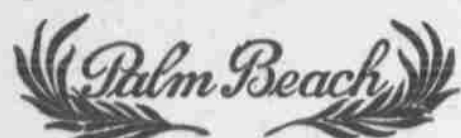
Two Compartment—with 3 cooking vessels, 18 qt. cooking capacity, \$26.50

Three Compartment—with 6 cooking vessels, 32 qt. cooking capacity, \$42.00

There'll be cooking and baking going on, and a very thorough demonstration of what the Duplex can do—in

GIMBELS NEW KIND OF HOUSEFURNISHING STORE—Fifth Floor

Men's Genuine



SUITS

\$15.90

Made of the genuine cloth with the label attached. Colors are grays, tans, sands, pin checks and stripes.

Sizes 34 to 44

Men's Mohair Suits

\$17.50

Finely tailored in pencil stripes and plain colors. All sizes, including stouts and longs.

Sizes 36 to 44

GIMBELS—Downstairs Balcony.

DOWNSTAIRS—Great Sale For One Day Only! WOMEN'S AND MISSES' VOILE DRESSES

\$10.95



SIZES

Are Complete in Every Style for Women and Misses—from 14 up to 46.

STYLES

Well Designed Overskirts. Popular Straight Line Model. Accordion Pleated Overskirts. 30 Distinct Styles



DOWNSTAIRS STORES—Lower Floor. No C. O. D.'s. All Sales Final.



Trimmings

Taffetas Satins Plain Color Voiles Satin Pippings Plain Voiles

Colors

Mostly the Ever Popular Navy. Navy and White Navy and Tan Black and White Copen and Tan

Boys' Genuine



SUITS

\$8.50

Made of the genuine Palm Beach Cloth, each suit bearing the label. Stripes and plain colors.

Sizes 7 to 18

Boys' Crash Suits

\$6.90

Gray crash suits finely tailored in Norfolk models. Excellent for warm days.

Sizes 7 to 17

GIMBELS—Downstairs Balcony